

WORKFORCE OBSERVATIONS

FOR NORTH CENTRAL WISCONSIN COUNTIES

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Unemployment rates edge closer to typical levels

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In **Adams County**, the unemployment rate fell instead of rising as it typically does in October, leaving the county very slightly below its typical October rate. Leisure & hospitality added more jobs this summer than last and shed fewer jobs this October than last. In coming months, job will depend on snowfall.

Forest County's unemployment rate has been unusually volatile since June and it rose in October, leaving it nearly 0.6 percent above its typical October level. Leisure & hospitality added fewer jobs this summer than last and shed more jobs this October than last. Education & health services is the only sector posting significant October-to-October employment gains.

The **Lanlade County** unemployment rate saw a decline instead of its typical October increase, and came closer to its normal rate as it has been since last October. Over the spring and summer, manufacturing managed to climb up to reach last year's employment levels. October was the first month since March to see much of a shortfall.

Lincoln County saw an unusually sharp decrease in its unemployment rate, leaving it just 0.5 percent above its typical level, which is closer than most of the last year. Since April, employment in transportation, warehousing & utilities has remained below last year's levels by a consistent margin. Despite a larger 1-month drop in employment than any month in 2002 or 2003, leisure & hospitality remains further above last year's employment levels than any other sector in the county.

The unemployment rate in **Marathon County** fell, bringing it down to its typical October level. Except July, retail trade had posted fewer jobs for each month of 2003 than the same month in 2002, and October was the first month to see a 12-month increase of more than 100 jobs. The holiday season and following months will affect the state of retail than Octo-

ber did. Despite October gains, transportation, warehousing & utilities remains below last year's employment levels. Building on last month's increase, education & health services is further above last year's level than it has been at any point this year.

In **Oneida County**, the unemployment rate fell instead of rising as it usually does in October. This brings the rate to 0.6 percent above a typical October, which is closer to normal than any month this year except May. Other months saw rates 1.0 to 1.9 percent above typical levels. September and October saw the two largest 1-month declines of 2002 or 2003 for the leisure & hospitality sector, but it remains further above

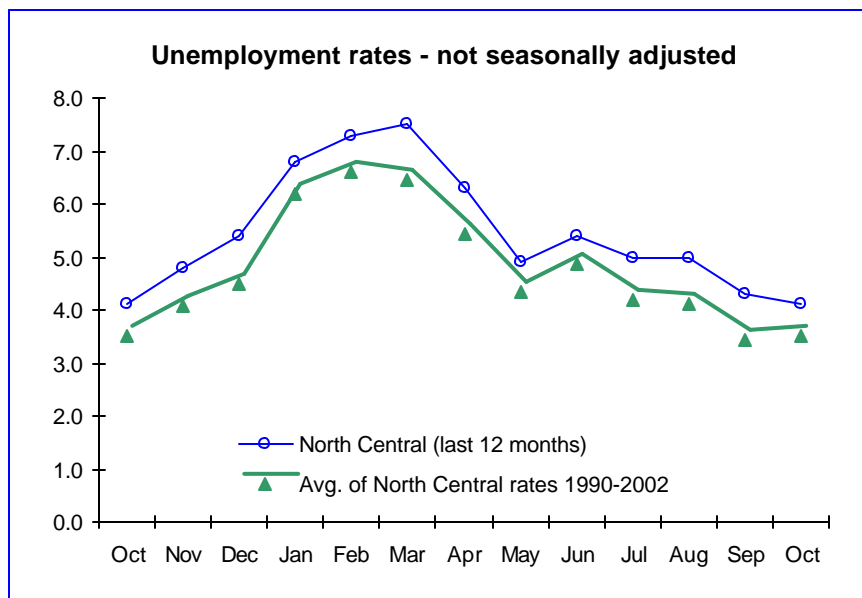
last year's levels than any other sector. Construction and manufacturing both saw small job losses in October, but the former remains well above last year's levels while the latter remains well below.

Portage County's unemployment rate fell in October. At 0.5 percent above its typical October level, it is as close to normal as it has been at any time after last October. Manufacturing gained fewer jobs this sum-

mer than last and shed jobs nearly as fast this October as last. Leisure & hospitality lost more jobs than in any month of 2002 or 2003, but remained further above last year's employment levels than any other sector. In February, retail & wholesale trade was about 600 jobs (almost 12%) below last February's level. Employment has gradually climbed, and October's estimate was approximately 60 jobs (1%) above last October's.

The unemployment rate in **Vilas County** rose in October, but remains much closer to typical levels than it was from December 2002 through July 2003. In May, the leisure & hospitality sector had roughly 210 more jobs than last May; in October, it posted roughly 230 fewer jobs than last October. Spring and summer hiring in that sector were a shade weaker this year than last and autumn declines are a bit sharper.

Wood County saw its unemployment rate drop slightly, but it is still higher than any October rate from 1990 to the present. Despite seasonal job declines in October, leisure & hospitality remains further above last year's levels than any sector except education & health services, which accounted for most of the October-to-October job growth.



Employment by industry estimates - not seasonally adjusted

	Wisconsin		Adams		Forest		Langlade		Lincoln						
	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change					
Total jobs, all indstries*	2,811,200	20,200	3,500	4,300	-60	180	3,300	-120	-250	3,600	0	60	12,300	60	-40
Const., min'g & nat. resources	127,600	-800	-6,700	290	-10	40	100	-10	-20	160	0	20	490	0	10
Manufacturing	509,500	-5,000	-18,000	440	10	0	320	0	-20	480	-30	-30	3,700	90	-20
Trade (wholesale & retail)	441,700	5,100	10,100	540	10	10	320	0	0	670	-10	20	1,750	0	-20
Transport, Wrhsing, Utilities	106,300	700	-100	140	0	0	190	0	-30	190	0	-10	390	50	-50
Financial activities	158,400	-200	4,800	90	0	0	90	0	0	190	0	0	760	0	10
Education & health services	372,900	5,500	12,100	460	0	-10	360	20	30	310	0	40	970	0	10
Leisure & hospitality	241,300	-7,600	3,600	750	-100	110	180	-20	-80	280	0	30	1,150	-80	50
Info, prof, bus. & other srvc	435,300	300	5,700	360	10	10	130	-10	-70	300	0	0	1,010	0	30
Government	418,200	22,200	-8,000	1,260	20	30	1,570	-100	-60	1,060	40	-10	2,100	0	-60
Civilian Labor Force**	3,094,200	5,400	77,900	8,900	-140	530	4,800	-180	-190	10,000	130	-30	15,000	-10	290
Employed	2,953,400	15,600	75,900	8,600	-110	570	4,500	-190	-180	9,300	150	-60	14,200	60	300
Unemployed	140,800	-10,200	2,000	310	-30	-40	270	10	-10	690	-20	40	720	-60	-10
Unemployment rate (%)	4.6	-0.3	0.0	3.4	-0.3	-0.7	5.5	0.4	-0.1	6.8	-0.3	0.3	4.8	-0.4	-0.2
	Marathon		Oneida		Portage		Vilas		Wood						
	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change	Oct 2003	1-month change					
Total jobs, all indstries*	70,900	500	800	18,900	-360	120	34,300	-170	230	8,500	-430	-360	44,800	240	260
Const., min'g & nat. resources	3,000	0	0	1,510	-10	80	1,080	30	-10	970	0	30	1,670	-70	-80
Manufacturing	18,300	0	200	1,310	-20	-160	5,600	-620	-500	400	-10	-110	7,700	-100	-390
Trade (wholesale & retail)	14,700	500	500	4,000	-110	-10	5,100	330	60	1,380	-50	0	6,500	200	-140
Transport, Wrhsing, Utilities	2,800	100	-200	440	20	0	1,840	40	-70	110	0	0	3,300	20	50
Financial activities	4,200	-100	-200	560	-20	20	4,000	-20	40	330	0	30	1,150	0	80
Education & health services	7,000	100	400	3,100	-10	-40	3,100	70	140	740	10	30	11,300	100	670
Leisure & hospitality	4,900	-200	100	2,900	-330	360	3,900	-160	430	1,690	-410	-230	2,900	-100	180
Info, prof, bus. & other srvc	8,000	-100	-100	2,400	-60	-70	3,800	-60	90	390	-10	-220	4,900	-50	20
Government	8,000	200	100	2,700	180	-60	6,000	230	50	2,500	30	100	5,400	250	-120
Civilian Labor Force**	77,500	320	2,300	22,300	-760	230	39,700	-300	1,300	11,800	-330	370	41,600	80	1,410
Employed	74,900	580	2,300	21,300	-710	410	38,300	-180	1,190	11,300	-380	220	39,700	190	1,140
Unemployed	2,700	-260	-50	940	-60	-180	1,380	-120	110	510	50	150	1,940	-100	270
Unemployment rate (%)	3.4	-0.4	-0.2	4.2	-0.1	-0.9	3.5	-0.2	0.2	4.3	0.5	1.2	4.7	-0.2	0.5

*Includes jobs with employers in area. ** Includes labor force participants residing in area. Estimates are NOT seasonally adjusted. Current month estimates are preliminary.
Numbers 2,000 and greater are rounded to nearest 100. Numbers under 2,000 are rounded to nearest 10. Sub-units may not add to totals due to rounding.